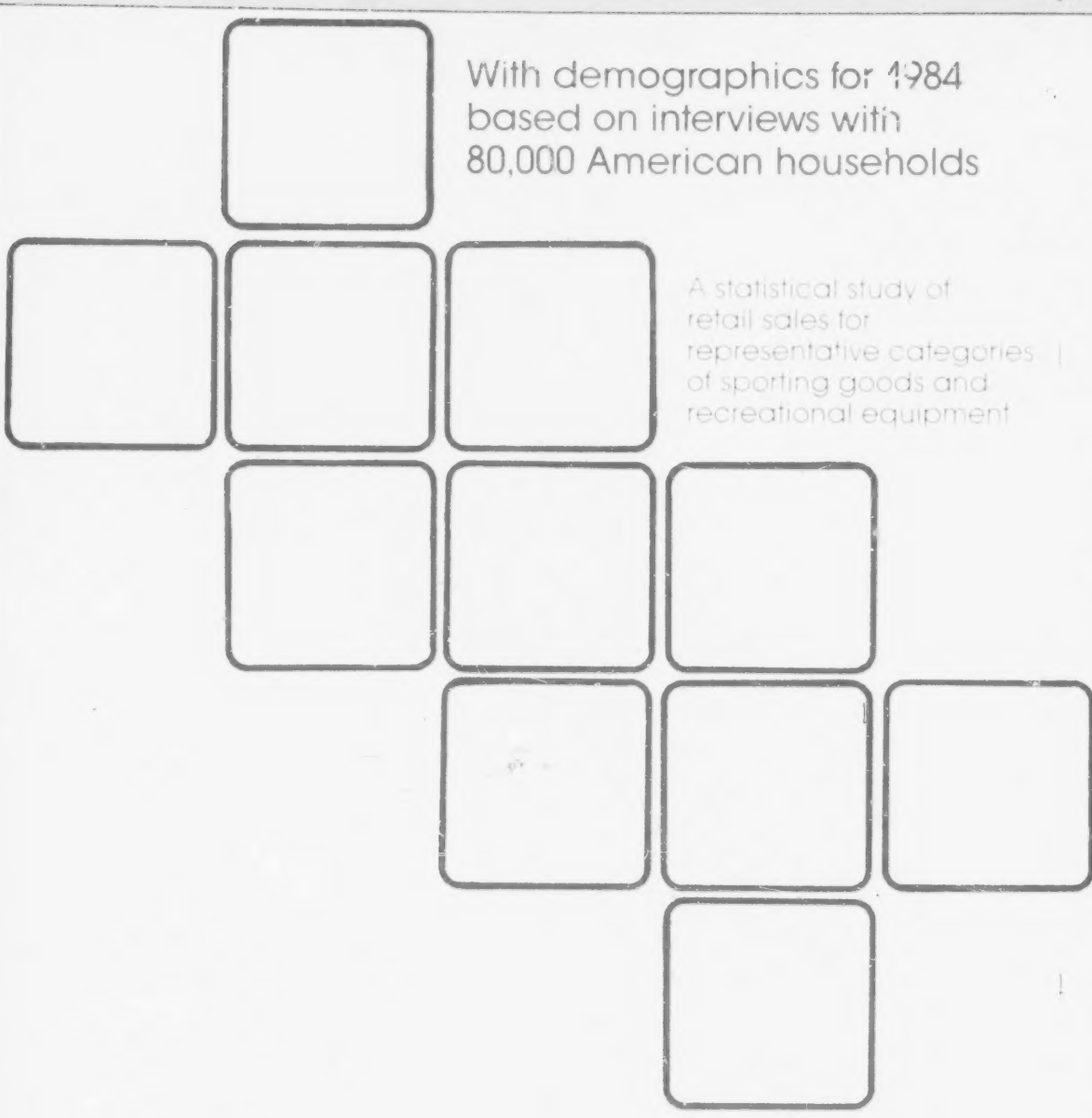


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80,000 American households

A statistical study of
retail sales for
representative categories
of sporting goods and
recreational equipment

The Sporting Goods Market in 1985

ISSN: 0193-8401

NSGA National Sporting Goods Association
1599 Wall St., Mt. Prospect, IL 60056

THE SPORTING GOODS MARKET IN 1985

A statistical study of retail sales for
representative categories of sporting
goods and recreational equipment

ISSN: 0193-8401

Price \$95.00

Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(312) 439-4000

BY

IRWIN BROH & ASSOCIATES, INC.
1011 East Touhy Ave., Des Plaines, Illinois 60018
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NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(312) 439-4000

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NSGA Research

MEMORANDUM

FROM: Thomas B. Doyle, NSGA Director of Information & Research

SUBJECT: SPORTS PARTICIPATION IN 1984

In 1984, how many people participated in the activities for which your company sells equipment, clothing, or footwear? How many were "new participants?" How many were "dropouts?" What other sports are competing for their attention? These are some of the questions that a new sports participation survey done by the National Sporting Goods Association attempts to answer.

The NSGA "Sports Participation in 1984" report provides data on 1984 participation, participation in 1983 (to pinpoint new entrants and dropouts), frequency of participation and dollar expenditures on clothing for each sport.

Each sport is correlated with every other sport in the survey. This provides information on what other sports current participants are involved with as well as what activities current participants may have stopped.

Demographic data on participants includes sex, age, household income and region.

The NSGA "Sports Participation in 1984" report is based on a sampling of 10,000 U.S. households. It was conducted for NSGA by NPD Research, Port Washington, NY. The sampling panel used is that of the Home Testing Institute (HTI). The study is 68 pages in length.

The 27 sports covered in the survey are: aerobic exercising, archery, backpacking/wilderness camping, baseball, basketball, bicycle riding, billiards/pool, bowling (10-pin), camping (vacation/overnight), exercising equipment, fishing (fresh water), fishing (salt water), football.

Also included are golf, hiking, hunting/shooting with firearms, racquetball, roller skating, running/jogging, skiing (Alpine), skiing (cross country), soccer, softball, swimming, tennis, volleyball and water skiing.

more.....

Cost for the NSGA 1984 Sports Participation survey is \$75 for NSGA members, \$135 for non-members.

SAMPLE

NSGA 1984 SPORTS PARTICIPATION

TENNIS
(in millions)

	<u>AGE*</u>					
	<u>Total</u>	<u>Less than 18</u>	<u>18-24</u>	<u>25-44</u>	<u>45-64</u>	<u>65+</u>
<u>TOTAL PARTICIPANTS</u>	18.9	4.1	3.0	5.7	5.0	1.1
<u>FREQUENT</u>	8.0	1.9	1.6	2.4	1.6	0.5
<u>OCCASIONAL</u>	5.9	1.6	0.8	1.1	2.1	0.3
<u>INFREQUENT</u>	5.0	0.6	0.6	2.2	1.3	0.3
<u>NEW PARTICIPANTS IN 1984</u>	1.6	0.6	0.2	0.5	0.2	0.1
<u>DROPOUTS IN PAST YEAR</u>	0.9	0.1	0.1	0.3	0.2	0.2
<u>EXPENDITURES FOR APPAREL</u>	\$134.8	\$11.5	\$17.8	\$45.0	\$40.5	\$20.0

*Similar formats will be used for household income, sex and region of the country.

ORDER FORM

Please send the NSGA 1984 Sports Participation report.

Cost: \$75 for NSGA members, \$135 for non-members.

Enclosed is a check for \$ _____ . Acct. No. 90407

Send to:

Name _____ Title _____

Company _____

Address _____

City/State/Zip _____

Return to: National Sporting Goods Association, 1699 Wall St.,
Mt. Prospect, IL 60056. (312) 439-4000

INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1983 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1984 consumer purchases from a survey of 80,000 households. Most fall/winter items are based on purchases during the calendar year. Most spring/summer products are based on purchases during the 1984 season (October 1983-September 1984). In addition, projections of 1980-1984 sales were based on all U.S. households. In 1984 there were 85.4 million households. Before 1980, the consumer panel included only family households, and so projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 48 products were included in the study. Replies were received from approximately 69% of the sample.

The Sport & Athletic Clothing category represents our effort to more fully represent soft goods sales. While it does not include all athletic clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only ski-wear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the most recent purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type.

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of \$300 per product, with discounts for multiple report purchases. Also, the fact that we have identified recent purchasers of 48 different products means that follow-up studies among recent owners can easily be done on specific products. Anyone interested in obtaining further market research should contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.6% of the U.S. households live in New England, and 5.6% of the panel households live in New England.

The footnotes used in this report are explained below:

- (a) Estimated for 1983. Not included in 1983 consumer survey.
- (b) Estimated for 1984. Not included in 1984 consumer survey.
- (c) Estimated. Not included in consumer survey for that year.
- N.A. Not available.

* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1983	1984	1985 Forecast	Percent Increase 1985 vs. 1984
Athletic & Sport Clothing				
Athletic Socks.....	\$332.0	\$381.8	\$428.0	12 %
Bathing Suits.....	765.7	704.4	768.0	9
Golf Clothing.....	210.0	218.4	238.0	9
Leotards.....	120.8	108.8	111.0	2
Parkas - Down/Fiber Filled....	203.9	224.3	244.0	9
Shorts - Elastic Walst.....	212.9	210.1	223.0	6
Skiwear.....	263.1	285.9	317.0	11
Sweat Shirts.....	261.0	300.2	342.0	14
Tennis Clothing.....	114.8	135.5	152.0	12
Vests - Down/Fiber Filled.....	150.0	162.0	170.0	5
Warm-up Suits.....	631.8	700.1	749.0	7
	-----	-----	-----	
	\$3,266.0	\$3,431.5	\$3,742.0	9 %

Athletic & Sport Footwear

Aerobic Shoes.....	\$29.3	\$53.9	\$66.0	22 %
Baseball Shoes.....	65.9	87.0	100.0	15
Basketball Shoes.....	119.2	158.5	190.0	20
Bowling Shoes.....	33.6	33.9	34.0	1
Football Shoes.....	38.0	39.9	40.0	-
Golf Shoes.....	115.3	109.6	118.0	8
Gym Shoes/Sneakers.....	639.1	669.3	703.0	5
Hiking Boots.....	84.9	87.4	89.0	2
Hunting Boots.....	65.0	66.3	68.0	3
Jogging/Running Shoes.....	556.7	590.8	620.0	5
Racquetball Shoes.....	37.1	40.0	42.0	5
Soccer Shoes.....	64.7	73.2	80.0	9
Tennis Shoes.....	339.8	371.2	412.0	11
	-----	-----	-----	
	\$2,188.6	\$2,381.0	\$2,562.0	8 %

Athletic & Sport Equipment

Archery.....	\$178.9	\$211.7	\$224.0	6 %
Baseball & Softball.....	172.9	159.6	168.0	5
Basketball.....	72.9	82.4	90.0	9
Billiard.....	99.1	100.0	100.0	-
Bowling Accessories.....	105.6	107.6	110.0	2

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1983	1984	1985 Forecast	Percent Increase 1985 vs. 1984
Athletic & Sport Equipment-Cont.				
Camping.....	\$789.7	\$699.3	\$734.0	5 %
Exercise.....	989.0	1,055.6	1,161.0	10
Firearms & Hunting.....	1,665.6	1,620.3	1,669.0	3
Fishing Tackle.....	606.4	597.2	639.0	7
Football.....	51.5	52.0	54.0	4
Golf.....	633.3	576.9	635.0	10
Ice Skates & Hockey.....	95.8	112.0	121.0	8
Racquetball.....	73.1	71.1	75.0	5
Roller Skates.....	38.0	36.7	38.0	3
Skin Diving & Scuba Gear.....	74.2	77.9	86.0	10
Snow Skiing				
Downhill.....	299.1	397.2	437.0	10
Cross-Country.....	86.6	104.8	110.0	5
Soccer.....	56.7	61.1	65.0	6
Table Tennis.....	32.6	29.0	29.0	-
Tennis.....	293.0	314.9	327.0	4
Water Skis.....	132.7	146.0	158.0	8
Volleyball & Badminton Sets...	24.3	27.0	28.0	4
Athletic Goods Team Sales.....	1,354.3	1,368.0	1,368.0	-
	-----	-----	-----	
Total Equipment	\$7,925.3	\$8,008.3	\$8,426.0	5 %
Sub-total	\$13,379.9	\$13,820.8	\$14,730.0	7
Recreational Transport**				
Bicycles & Supplies.....	\$1,638.0	\$1,840.0	\$1,877.0	2 %
Pleasure Boats, Motors &				
Accessories.....	4,612.0	6,209.0	6,200.0	-
Recreational Vehicies.....	3,368.0	4,082.0	4,100.0	-
Snowmobiles.....	153.0	244.0	244.0	-
	-----	-----	-----	
Total Recreational Transport	\$9,771.0	\$12,375.0	\$12,421.0	- %
Total All Products	\$23,150.9	\$26,195.8	\$27,151.0	4 %

**Sales and forecasts were provided by Industry associations.

ATHLETIC AND SPORT CLOTHING

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Athletic Socks			\$381,800		15% (a)(b)
Bathing Suits	32,384	\$21.75	704,352	-8	-8
Golf Clothing			218,400		4
Leotards			108,800		-10 (b)
Parkas(down & fiber filled)			224,300		10 (b)
Shorts(elastic-waist)	19,064	11.02	210,085		-1 (a)
Skiwear			285,900		9
Sweatshirts			300,200		15 (b)
Tennis Clothing			135,500		18
Vests(down & fiber filled)			162,000		8 (a)(b)
Warm-up Suits	21,730	32.22	700,141	3	11
Total			\$3,431,478		5%

Note: 1982 & 1983 sales projections for shorts (elastic waist)
have been revised.

ATHLETIC AND SPORT CLOTHING

BATHING SUITS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.2	\$20.71
Specialty Sport Shops	4.2	29.09
Pro Shops	0.7	*
Discount Stores	17.0	13.55
Department Stores	57.4	23.29
Mall Order	6.4	20.81
Catalog Showroom	0.5	*
Other Outlets	8.6	23.83
Total	100.0	\$21.75

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	781.8 (e)
1981	43.2	860.0
1982	34.0	709.3
1983	35.3	765.7
1984	32.4	704.4

1976-79 projections based on family households; 1980-84 based on all households.

GOLF CLOTHING

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.5	\$83.86
Specialty Sport Shops	10.8	71.94
Pro Shops	46.3	102.92
Discount Stores	9.5	42.83
Department Stores	17.0	68.42
Mall Order	2.3	*
Catalog Showroom	0.7	*
Other Outlets	3.9	*
Total	100.0	\$86.51

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		88.4
1980		188.6 (e)
1981		198.0
1982		204.0 (e)
1983		210.0
1984		218.4

1976-79 projections based on family households; 1980-84 based on all households.

ATHLETIC AND SPORT CLOTHING

SHORTS (ELASTIC WAIST)

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (In millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	24.9	\$11.83	1976	N.A.	N.A.
Specialty Sport Shops	7.4	17.95	1977	N.A.	N.A.
Pro Shops	2.1	*	1978	N.A.	N.A.
Discount Stores	21.1	8.15	1979	N.A.	N.A.
Department Stores	29.4	11.02	1980	N.A.	303.6 (e)
Mail Order	3.2	*	1981	43.0	334.0
Catalog Showroom	0.7	*	1982	32.0	283.8
Other Outlets	11.2	10.41	1983	N.A.	212.9 (e)
			1984	19.1	210.1
Total	100.0	\$11.02	1976-79 projections based on family households; 1980-84 based on all households.		

SKIWEAR

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (In millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	34.3	\$115.42	1976		138.3 (e)
Specialty Sport Shops	35.8	146.02	1977		172.9 (e)
Pro Shops	2.7	*	1978		207.5
Discount Stores	5.4	55.15	1979		203.0
Department Stores	13.4	58.94	1980		271.2
Mail Order	2.2	*	1981		257.7
Catalog Showroom	0.5	*	1982		231.9
Other Outlets	5.7	112.52	1983		263.1
			1984		285.9
Total	100.0	\$115.02	1976-79 projections based on family households; 1980-84 based on all households.		

ATHLETIC AND SPORT CLOTHING

TENNIS CLOTHING

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.1	\$50.32
Specialty Sport Shops	23.2	110.47
Pro Shops	10.9	100.71
Discount Stores	14.1	54.52
Department Stores	30.0	49.42
Mail Order	3.2	*
Catalog Showroom	0.5	*
Other Outlets	4.0	*
Total	100.0	\$69.19

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		103.0
1980		150.0
1981		150.1
1982		109.0
1983		114.8
1984		135.5

1976-79 projections based on family households; 1980-84 based on all households.

WARM-UP SUITS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.1	\$39.81
Specialty Sport Shops	5.1	47.98
Pro Shops	1.8	*
Discount Stores	24.4	24.62
Department Stores	45.7	30.52
Mail Order	2.5	36.62
Catalog Showroom	0.1	*
Other Outlets	5.3	33.98
Total	100.0	\$32.22

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	6.5	132.8
1977	11.4	236.1
1978	7.5	168.8
1979	7.4	188.8
1980	11.8	355.0
1981	13.1	352.2
1982	15.8	448.9
1983	21.0	631.7
1984	21.7	700.1

1976-79 projections based on family households; 1980-84 based on all households.

ATHLETIC AND SPORT FOOTWEAR

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Aerobic Shoes	1,912	\$28.18	\$53,880	73%	84%
Baseball Shoes	3,657	23.79	87,000	15	32
Basketball Shoes *	4,954	31.99	158,478	24	33
Bowling Shoes			33,900		1 (a)(b)
Football Shoes			39,900		5 (b)
Golf Shoes			109,600		-5 (b)
Gym Shoes/Sneakers**	32,056	20.88	669,329	1	5
Hiking Boots			87,400		3 (a)(b)
Hunting Boots			66,300		2 (a)(b)
Jogging/Running Shoes	19,423	30.42	590,848	2	6
Racquetball Shoes	1,329	30.06	39,950	6	8
Soccer Shoes	3,237	22.62	73,221	6	13
Tennis Shoes	14,829	25.03	371,170	5	9
Total			\$2,380,976		9%

* This category is significantly understated; it is likely many consumers record such purchases as "gym shoes."

** This category is based on consumer perception and probably includes footwear more accurately placed in other footwear categories.

ATHLETIC AND SPORT FOOTWEAR

AEROBIC SHOES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.6	\$31.15
Specialty Sport Shops	19.0	32.96
Pro Shops	2.8	*
Discount Stores	13.0	21.00
Department Stores	20.2	25.58
Mail Order	6.9	*
Catalog Showroom	0.4	*
Other Outlets	8.1	23.85
Total	100.0	\$28.18

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	9.7 (e)
1983	1.1	29.3
1984	1.9	53.9

1976-79 projections based on family households; 1980-84 based on all households.

BASEBALL SHOES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	45.3	\$28.41
Specialty Sport Shops	10.0	26.11
Pro Shops	0.5	*
Discount Stores	21.4	14.73
Department Stores	13.7	21.15
Mail Order	0.3	*
Catalog Showroom	0.3	*
Other Outlets	8.5	23.87
Total	100.0	\$23.79

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.5	32.1
1977	2.8	38.2
1978	3.1	43.8
1979	2.7	45.0
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9
1983	3.2	65.9
1984	3.7	87.0

1976-79 projections based on family households; 1980-84 based on all households.

ATHLETIC AND SPORT FOOTWEAR

BASKETBALL SHOES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	35.8	\$37.65
Specialty Sport Shops	12.1	37.18
Pro Shops	0.8	*
Discount Stores	19.1	21.46
Department Stores	17.2	29.38
Mail Order	1.6	*
Catalog Showroom	0.8	*
Other Outlets	12.6	29.74
Total	100.0	\$31.99

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	4.7	75.1
1977	5.0	83.6
1978	4.8	97.6
1979	5.2	118.7
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5
1983	4.0	119.2
1984	4.9	158.5

1976-79 projections based on family households; 1980-84 based on all households.

GYM SHOES/SNEAKERS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.9	\$27.93
Specialty Sport Shops	4.8	32.24
Pro Shops	1.0	*
Discount Stores	28.8	15.05
Department Stores	29.7	20.15
Mail Order	2.0	20.74
Catalog Showroom	0.3	*
Other Outlets	16.5	21.19
Total	100.0	\$20.88

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0
1978	42.1	511.9
1979	36.2	506.4
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8
1983	31.7	639.1
1984	32.1	669.3

1976-79 projections based on family households; 1980-84 based on all households.

ATHLETIC AND SPORT FOOTWEAR

JOGGING/RUNNING SHOES

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (in millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	27.7	\$36.59	1976	N.A.	N.A.
Specialty Sport Shops	13.9	42.02	1977	9.0	147.0
Pro Shops	1.0	*	1978	13.0	238.6
Discount Stores	17.3	21.19	1979	14.0	304.0
Department Stores	25.0	24.25	1980	16.3	397.3
Mail Order	3.1	31.39	1981	13.7	372.1
Catalog Showroom	0.3	*	1982	15.4	421.0
Other Outlets	11.7	28.78	1983	19.0	556.7
Total	100.0	\$30.42	1984	19.4	590.8

1976-79 projections based on family households; 1980-84 based on all households.

RACQUETBALL SHOES

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (in millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	41.6	\$29.82	1976	N.A.	N.A.
Specialty Sport Shops	16.7	36.25	1977	N.A.	N.A.
Pro Shops	6.7	*	1978	N.A.	N.A.
Discount Stores	15.0	*	1979	N.A.	29.6 (e)
Department Stores	13.3	*	1980	1.0	26.0
Mail Order	1.70	*	1981	1.1	28.0
Catalog Showroom	--	--	1982	1.1	30.6
Other Outlets	5.0	*	1983	1.3	37.1
Total	100.0	\$30.06	1984	1.3	39.9

1976-79 projections based on family households; 1980-84 based on all households.

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	44.1	\$26.04
Specialty Sport Shops	13.5	33.13
Pro Shops	1.8	*
Discount Stores	16.7	13.62
Department Stores	14.4	15.59
Mall Order	--	--
Catalog Showroom	0.5	*
Other Outlets	9.0	19.70
Total	100.0	\$22.62

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6
1983	3.1	64.7
1984	3.2	73.2

1976-79 projections based on family households; 1980-84 based on all households.

TENNIS SHOES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.3	\$30.70
Specialty Sport Shops	8.5	33.99
Pro Shops	2.1	*
Discount Stores	25.2	18.63
Department Stores	28.3	22.81
Mall Order	1.9	*
Catalog Showroom	0.4	*
Other Outlets	12.3	24.69
Total	100.0	\$25.03

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	12.5	183.9 **
1977	29.0	389.5
1978	22.5	309.9
1979	20.5	317.3
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6
1983	14.1	339.8
1984	14.8	371.2

1976-79 projections based on family households; 1980-84 based on all households.

** Does not include tennis style sport shoes

ATHLETIC & SPORT EQUIPMENT



ARCHERY EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Bows	757	\$110.49	\$83,641	16%	20%
Arrows			72,100		15 (a)(b)
Accessories			56,000		20 (a)(b)
Total			\$211,741		18%

ARCHERY BOWS

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.8	\$112.96
Specialty Sport Shops	26.6	148.48
Pro Shops	--	--
Discount Stores	18.1	*
Department Stores	9.6	*
Mail Order	3.2	*
Catalog Showroom	2.1	*
Other Outlets	10.6	*
Total	100.0	\$110.49

Year	Units	Dollars
1976	0.7	50.2
1977	0.7	50.3
1978	0.6	46.6
1979	0.7	52.7
1980	0.6	64.8
1981	0.6	64.8
1982	N.A.	68.8 (e)
1983	0.7	69.5
1984	0.8	83.6

1976-79 projections based on
family households; 1980-84
based on all households.

BASEBALL AND SOFTBALL EQUIPMENT

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Gloves	3,328	\$25.37	\$84,431	-7%	-13%
Baseballs			21,000		-5 (b)
Aluminum Bats			30,500		10 (b)
Uniforms			23,700		-10 (a)(b)
Total			\$159,631		-8%

GLOVES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	34.7	\$33.42
Specialty Sport Shops	1.6	*
Pro Shops	0.8	*
Discount Stores	35.3	20.25
Department Stores	17.2	21.87
Mail Order	0.3	*
Catalog Showroom	3.0	*
Other Outlets	7.1	16.96
Total	100.0	\$25.37

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	3.9	65.1
1977	4.6	81.0
1978	4.0	73.7
1979	4.2	80.3
1980	4.0	92.2
1981	3.3	92.0
1982	3.4	85.6
1983	3.6	96.7
1984	3.3	84.4

1976-79 projections based on
family households; 1980-84
based on all households.

BASKETBALL EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Basketballs	2,847	\$15.82	\$45,040	17%	21%
Backboards			37,400		5 (a)(b)
Total			\$82,440		13%

BASKETBALLS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.1	\$20.10
Specialty Sport Shops	3.3	*
Pro Shops	0.6	*
Discount Stores	44.0	14.13
Department Stores	18.2	14.21
Mail Order	0.3	*
Catalog Showroom	3.0	*
Other Outlets	6.5	11.50
Total	100.0	\$15.82

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4
1980	3.2	39.7
1981	2.7	38.4
1982	2.3	32.6
1983	2.4	37.3
1984	2.8	45.0

1976-79 projections based on
family households; 1980-84
based on all households.

BICYCLES

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
10-12-15 Speed Bicycles	4,689	\$163.08	\$764,682	2%	1%
Total			\$764,682		1%

10-12-15 SPEED BICYCLES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	7.4	\$195.22
Specialty Sport Shops	27.6	235.49
Pro Shops	0.7	*
Discount Stores	22.0	107.88
Department Stores	20.3	120.02
Mail Order	0.2	*
Catalog Showroom	3.5	*
Other Outlets	18.3	143.94
Total	100.0	\$163.08

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	655.6 (e)
1983	4.6	760.5
1984	4.7	764.7

1976-79 projections based on
family households; 1980-84
based on all households.

BOWLING ACCESSORIES

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Balls	1,970	\$40.81	\$80,396	-	2%
Bags			27,200		1 (a)(b)
Total			\$107,596		2%

BOWLING BALLS

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	12.9	\$35.15
Specialty Sport Shops	12.9	55.48
Pro Shops	37.8	50.75
Discount Stores	23.0	24.25
Department Stores	4.3	*
Mall Order	--	--
Catalog Showroom	--	--
Other Outlets	9.1	*
Total	100.0	\$40.81

Year	Units	Dollars
1976	2.2	59.6
1977	2.4	67.9
1978	2.3	66.5
1979	2.2	67.9
1980	2.4	80.1
1981	2.3	80.4
1982	2.0	77.7
1983	2.0	78.7
1984	2.0	80.4

1976-79 projections based on
family households; 1980-84
based on all households.

CAMPING EQUIPMENT

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Backpacks	3,085	\$24.43	\$75,367	4%	-21%
Tents					
1-2 person	1,022	63.91	65,316	7*	-7*
3 or more person	1,534	101.63	155,900		
Sleeping Bags	4,525	36.86	166,792	-18	-28
Camp Stoves	1,120	35.68	39,962		7 (a)
Lanterns			38,700		5 (a)(b)
Ice Chests			147,000		5 (a)(b)
Heaters			10,300		5 (a)(b)
Total			\$699,337		-11%

Note: 1983 sales projection for camp stoves has been revised.

* Comparison to 1983 is for total tent sales.

BACKPACKS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.5	\$44.73
Specialty Sport Shops	7.2	61.47
Pro Shops	--	--
Discount Stores	30.5	11.57
Department Stores	18.5	16.22
Mail Order	5.7	*
Catalog Showroom	3.8	*
Other Outlets	15.8	18.90
Total	100.0	\$24.43

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5
1983	3.0	95.9
1984	3.1	75.4

1976-79 projections based on
family households; 1980-84
based on all households.

CAMPING EQUIPMENT

TENTS - 1-2 PERSON

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.4	*
Specialty Sport Shops	9.3	*
Pro Shops	--	--
Discount Stores	31.0	39.17
Department Stores	22.7	37.55
Mail Order	13.4	*
Catalog Showroom	1.0	*
Other Outlets	8.2	*
Total	100.0	\$63.91

** Includes 3 or more person tents

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.7	120.9 **
1977	1.3	96.7 **
1978	1.5	109.7 **
1979	1.3	109.4 **
1980	1.8	181.5 **
1981	1.8	183.5 **
1982	2.1	217.2 **
1983	2.4	238.9 **
1984	1.0	65.3

1976-79 projections based on family households; 1980-84 based on all households.

TENTS - 3 OR MORE PERSON

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.3	\$131.03
Specialty Sport Shops	1.2	*
Pro Shops	0.6	*
Discount Stores	20.8	88.53
Department Stores	40.4	103.96
Mail Order	8.7	*
Catalog Showroom	5.2	*
Other Outlets	5.8	*
Total	100.0	\$101.63

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976 (Combined with 1-2 person)		
1977 (Combined with 1-2 person)		
1978 (Combined with 1-2 person)		
1979 (Combined with 1-2 person)		
1980 (Combined with 1-2 person)		
1981 (Combined with 1-2 person)		
1982 (Combined with 1-2 person)		
1983 (Combined with 1-2 person)		
1984	1.5	155.9

1976-79 projections based on family households; 1980-84 based on all households.

CAMPING EQUIPMENT

SLEEPING BAGS

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (In millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	16.8	\$63.40	1976	6.4	151.9
Specialty Sport Shops	3.5	*	1977	5.1	130.8
Pro Shops	--	--	1978	4.5	114.3
Discount Stores	32.4	26.20	1979	4.0	103.5
Department Stores	28.5	28.21	1980	6.0	201.3
Mall Order	8.2	30.62	1981	4.6	176.9
Catalog Showroom	5.9	*	1982	N.A.	211.6 (e)
Other Outlets	4.7	*	1983	5.5	230.6
			1984	4.5	166.8
Total	100.0	\$36.86	1976-79 projections based on family households; 1980-84 based on all households.		

CAMP STOVES

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (In millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	20.2	\$43.70	1976	N.A.	35.0 (e)
Specialty Sport Shops	6.1	*	1977	N.A.	33.3 (e)
Pro Shops	--	--	1978	1.3	31.9
Discount Stores	42.4	35.00	1979	N.A.	32.0 (e)
Department Stores	20.2	32.25	1980	1.3	35.3
Mall Order	2.0	*	1981	N.A.	35.3 (e)
Catalog Showroom	4.0	*	1982	1.1	32.0
Other Outlets	5.1	*	1983	N.A.	37.5 (e)
			1984	1.1	40.0
Total	100.0	\$35.68	1976-79 projections based on family households; 1980-84 based on all households.		

EXERCISE EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Multi-purpose Home Gyms	957	\$226.59	\$216,847	32%	13%
Rowing Machines	1,076	136.24	146,594	149	128
Exercise Bicycles	2,867	119.56	342,779	20	25
Inversion Equipment	171	113.04	19,330	-43	-54
Jogging Trampolines	1,202	30.98	37,238	-23	-49
Barbells/Weight Sets	2,950	38.49	113,546	-	-20
Weight Benches	949	72.25	68,565	-25	(a)
Treadmills	128	353.88	45,297	7	(a)
Hand/Wrist/ Ankle Weights	2,525	13.68	34,542	-	(a)
Spring Tension Exercisers			17,900	-5	(a)(b)
Jump Ropes			13,000	-10	(a)(b)
Total			\$1,055,638	7%	

Note: 1983 sales projections for treadmills have been revised.

MULTI-PURPOSE HOME GYM

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	4.0	*	1976	N.A.	N.A.
Specialty Sport Shops	0.7	*	1977	N.A.	N.A.
Pro Shops	--	--	1978	N.A.	N.A.
Discount Stores	30.2	174.00	1979	N.A.	N.A.
Department Stores	41.6	207.89	1980	N.A.	N.A.
Mall Order	8.7	*	1981	N.A.	N.A.
Catalog Showroom	9.4	*	1982	N.A.	130.0 (e)
Other Outlets	5.4	*	1983	0.7	192.5
Total	100.0	\$226.59	1984	1.0	216.8

1976-79 projections based on family households; 1980-84 based on all households.

EXERCISE EQUIPMENT

ROWING MACHINES

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (in millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	9.9	*	1976	N.A.	N.A.
Specialty Sport Shops	3.7	*	1977	N.A.	N.A.
Pro Shops	--	--	1978	N.A.	N.A.
Discount Stores	30.2	109.39	1979	N.A.	N.A.
Department Stores	27.8	126.40	1980	N.A.	N.A.
Mail Order	14.8	138.54	1981	N.A.	N.A.
Catalog Showroom	6.2	*	1982	N.A.	23.0 (e)
Other Outlets	7.4	*	1983	0.4	64.2
			1984	1.1	146.6
Total	100.0	\$136.24	1976-79 projections based on family households; 1980-84 based on all households.		

STATIONARY EXERCISE BICYCLES

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (in millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	9.3	\$136.95	1976	N.A.	N.A.
Specialty Sport Shops	3.9	*	1977	0.6	43.2
Pro Shops	0.7	*	1978	0.8	63.7
Discount Stores	32.7	94.31	1979	0.8	78.2
Department Stores	34.1	121.51	1980	1.0	102.5
Mail Order	4.8	102.76	1981	1.5	163.2
Catalog Showroom	8.6	120.84	1982	N.A.	221.4 (e)
Other Outlets	5.9	155.50	1983	2.4	274.5
			1984	2.9	342.8
Total	100.0	\$119.56	1976-79 projections based on family households; 1980-84 based on all households.		

EXERCISE EQUIPMENT

GRAVITY/INVERSION EQUIPMENT

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (in millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	24.0	*	1976	N.A.	N.A.
Specialty Sport Shops	--	--	1977	N.A.	N.A.
Pro Shops	--	--	1978	N.A.	N.A.
Discount Stores	16.0	*	1979	N.A.	N.A.
Department Stores	32.0	*	1980	N.A.	N.A.
Mall Order	4.0	*	1981	N.A.	N.A.
Catalog Showroom	8.0	*	1982	N.A.	32.9 (e)
Other Outlets	16.0	*	1983	0.3	41.8
			1984	0.2	19.3
Total	100.0	\$113.04	1976-79 projections based on family households; 1980-84 based on all households.		

JOGGING/MINI TRAMPOLINES

1984 CONSUMER PURCHASES			1976-1984 CONSUMER PURCHASES (in millions)		
Place of Purchase	Percent of Units	Average Price	Year	Units	Dollars
Sporting Goods Stores	7.7	*	1976	N.A.	N.A.
Specialty Sport Shops	2.4	*	1977	N.A.	N.A.
Pro Shops	--	--	1978	N.A.	N.A.
Discount Stores	49.0	27.10	1979	N.A.	N.A.
Department Stores	16.6	35.14	1980	N.A.	N.A.
Mall Order	1.2	*	1981	N.A.	70.5 (e)
Catalog Showroom	9.5	*	1982	1.2	92.2
Other Outlets	13.6	38.26	1983	1.6	72.9
			1984	1.2	37.2
Total	100.0	\$30.98	1976-79 projections based on family households; 1980-84 based on all households.		

EXERCISE EQUIPMENT

BARBELL/WEIGHT SETS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	16.4	\$44.33
Specialty Sport Shops	3.5	*
Pro Shops	--	--
Discount Stores	35.9	32.90
Department Stores	28.9	44.28
Mail Order	2.0	*
Catalog Showroom	7.4	*
Other Outlets	5.9	*
Total	100.0	\$38.49

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.5	50.0
1978	1.7	57.0
1979	1.6	58.3
1980	2.9	134.6
1981	2.7	135.1
1982	2.8	111.5
1983	3.0	141.7
1984	3.0	113.5

1976-79 projections based on family households; 1980-84 based on all households.

TREADMILLS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	--	--
Specialty Sport Shops	--	--
Pro Shops	6.3	*
Discount Stores	12.5	*
Department Stores	56.1	*
Mail Order	12.5	*
Catalog Showroom	6.3	*
Other Outlets	6.3	*
Total	100.0	\$353.88

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	38.0 (e)
1983	N.A.	42.3 (e)
1984	0.1	45.3

1976-79 projections based on family households; 1980-84 based on all households.

EXERCISE EQUIPMENT

WEIGHT BENCHES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.2	*
Specialty Sport Shops	1.8	*
Pro Shops	--	--
Discount Stores	32.2	61.95
Department Stores	32.2	89.53
Mall Order	8.4	*
Catalog Showroom	6.8	*
Other Outlets	8.4	*
Total	100.0	\$72.25

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	1.0	49.4
1980	N.A.	74.1 (e)
1981	N.A.	70.5 (e)
1982	1.1	76.1
1983	N.A.	91.3 (e)
1984	1.0	68.6

1976-79 projections based on family households; 1980-84 based on all households.

HAND/WRIST/ANKLE WEIGHTS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	27.5	\$15.49
Specialty Sport Shops	5.0	*
Pro Shops	1.3	*
Discount Stores	29.6	11.83
Department Stores	21.9	12.48
Mall Order	1.7	*
Catalog Showroom	7.0	9.62
Other Outlets	6.0	*
Total	100.0	\$13.68

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	N.A.	34.5 (e)
1984	2.5	34.5

1976-79 projections based on family households; 1980-84 based on all households.

FIREARMS AND HUNTING EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Shotguns	1,245	\$213.35	\$265,621	7%	-2%
Rifles	1,372	220.67	302,759	6	9
Handguns			314,000		-9 (a)(b)
Ammunition			472,000		-11 (a)(b)
Reloading Equipment			49,000		- (a)(b)
Hunting Clothing			91,600		5 (a)(b)
Airguns			68,400		20 (a)(b)
Folding lockback knives	2,660	21.40	56,924	10	13
Total			\$1,620,304		-3%

SHOTGUNS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.0	\$294.19
Specialty Sport Shops	14.7	177.82
Pro Shops	0.7	*
Discount Stores	27.2	163.41
Department Stores	10.7	*
Mail Order	2.7	*
Catalog Showroom	3.3	*
Other Outlets	16.7	223.92
Total	100.0	\$213.35

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	1.6	200.0
1977	1.6	240.3
1978	1.6	264.6
1979	1.5	285.3
1980	1.5	281.3
1981	1.3	252.0
1982	1.1	272.1
1983	1.2	270.7
1984	1.2	265.6

1976-79 projections based on
family households; 1980-84
based on all households.

FIREARMS AND HUNTING EQUIPMENT

RIFLES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	32.1	\$265.76
Specialty Sport Shops	16.1	264.26
Pro Shops	0.6	*
Discount Stores	19.0	137.16
Department Stores	4.8	*
Mail Order	1.8	*
Catalog Showroom	1.8	*
Other Outlets	23.8	205.05
Total	100.0	\$220.67

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.0	200.0
1977	1.9	249.5
1978	1.9	273.1
1979	1.9	275.9
1980	1.7	286.1
1981	1.4	287.0
1982	1.4	246.7
1983	1.3	277.5
1984	1.3	302.8

1976-79 projections based on family households; 1980-84 based on all households.

FOLDING LOCKBACK KNIVES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.2	\$21.90
Specialty Sport Shops	10.7	31.89
Pro Shops	0.6	*
Discount Stores	21.8	15.94
Department Stores	11.7	22.92
Mail Order	9.8	21.91
Catalog Showroom	4.6	*
Other Outlets	16.6	21.54
Total	100.0	\$21.40

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	48.3 (e)
1983	2.4	50.2
1984	2.7	56.9

1976-79 projections based on family households; 1980-84 based on all households.

FISHING TACKLE

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Rod - Reel Combinations	5,364	\$30.43	\$163,227		-22% (a)
Reels - Separate	4,051	29.29	118,654		13 (a)
Rods - Separate	3,722	29.58	110,097		15 (a)
Tackle Boxes			35,500		5 (a)(b)
Lures			133,400		5 (a)(b)
Lines, Terminal Tackle & Other Accessories			36,300		5 (a)(b)
Total			597,178		-2%

Note: 1983 sales projections have been revised for combinations, separate reels and separate rods.

Total reels are down 11%

ROD-REEL COMBINATIONS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.9	\$39.80
Specialty Sport Shops	5.2	*
Pro Shops	0.6	*
Discount Stores	35.4	21.18
Department Stores	22.7	21.01
Mail Order	5.8	*
Catalog Showroom	4.6	*
Other Outlets	5.8	*
Total	100.0	\$30.43

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	133.7
1977	8.5	176.0
1978	6.0	125.4
1979	5.0	139.6
1980	6.9	196.1
1981	7.3	245.7
1982	6.3	209.1
1983	N.A.	210.0 (e)
1984	5.4	163.2

1976-79 projections based on family households; 1980-84 based on all households.

FISHING TACKLE

REELS - SEPARATE

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	28.8	\$29.63
Specialty Sport Shops	7.6	39.45
Pro Shops	1.5	*
Discount Stores	30.3	21.01
Department Stores	16.7	24.59
Mail Order	5.3	*
Catalog Showroom	3.0	*
Other Outlets	6.8	*
Total	100.0	\$29.29

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	7.2	113.4
1977	5.5	97.1
1978	5.3	102.7
1979	5.3	117.0
1980	4.2	93.2
1981	4.1	113.5
1982	N.A.	107.8
1983	N.A.	105.0 (e)
1984	4.1	118.7

1976-79 projections based on family households; 1980-84 based on all households.

RODS - SEPARATE

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.8	\$32.20
Specialty Sport Shops	9.3	40.10
Pro Shops	2.7	*
Discount Stores	30.5	22.86
Department Stores	16.8	20.16
Mail Order	2.2	*
Catalog Showroom	2.2	*
Other Outlets	11.5	30.46
Total	100.0	\$29.58

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	5.1	77.6
1977	4.3	74.0
1978	4.3	78.0
1979	4.2	89.8
1980	N.A.	71.8 (e)
1981	N.A.	87.6 (e)
1982	N.A.	83.2 (e)
1983	N.A.	96.0 (e)
1984	3.7	110.1

1976-79 projections based on family households; 1980-84 based on all households.

GOLF EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Clubs(individual)	10,299	\$30.86	\$317,827	-2%	-14%
Balls(dozen)	11,166	13.99	156,212		-5 (a)
Bags			83,100		2 (a)(b)
Carts			19,800		- (a)(b)
Total			\$576,939		-9%

SETS OF CLUBS

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.9	*
Specialty Sport Shops	15.7	240.33
Pro Shops	28.0	305.44
Discount Stores	15.2	*
Department Stores	9.6	*
Mail Order	5.3	*
Catalog Showroom	1.6	*
Other Outlets	9.7	*
Total	100.0	\$224.31

Year	Units	
	Clubs	Dollars
1976	12.1	239.6
1977	11.0	236.2
1978	9.1	200.7
1979	8.7	216.6
1980	7.5	194.5
1981	6.5	199.9
1982	7.8	255.7
1983	10.5	368.0
1984	10.3	317.8

1976-79 projections based on
family households; 1980-84
based on all households.

GOLF EQUIPMENT

BALLS

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.5	\$14.33
Specialty Sport Shops	9.9	*
Pro Shops	23.4	14.63
Discount Stores	31.4	12.78
Department Stores	7.4	*
Mail Order	1.9	*
Catalog Showroom	5.6	*
Other Outlets	1.9	*
Total	100.0	\$13.99

Year	Units Clubs	Dollars
1976	14.2	165.0
1977	12.6	149.5
1978	10.9	135.7
1979	11.0	131.4
1980	11.3	137.3
1981	11.1	143.3
1982	11.6	156.3
1983	N.A.	164.0 (e)
1984	11.2	156.2

1976-79 projections based on family households; 1980-84 based on all households.

ICE SKATES AND HOCKEY EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Hockey Sticks	1,284	\$12.29	\$15,780	20%	
Hockey Skates			39,200	15 (b)	
Figure Skates			34,200	10 (a)(b)	
Uniforms and Protective Equipment			\$22,800	30 (a)(b)	
Total			\$111,980	17%	

Note: 1983 sales projection for hockey sticks has been revised.

HOCKEY STICKS

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	32.2	*
Specialty Sport Shops	19.4	*
Pro Shops	6.5	*
Discount Stores	28.9	*
Department Stores	6.5	*
Mail Order	--	*
Catalog Showroom	--	*
Other Outlets	6.5	*
Total	100.0	\$12.29

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	0.9	6.5
1980	N.A.	11.8 (e)
1981	N.A.	11.9 (e)
1982	1.2	11.3
1983	N.A.	13.2 (e)
1984	1.3	15.8

1976-79 projections based on
family households; 1980-84
based on all households.

RACQUETBALL EQUIPMENT

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Racquets	1,291	\$38.35	\$49,510	-17%	-5%
Balls (can of 2)			21,600		2 (a)(b)
Total			\$71,110		-3%

RACQUETBALL RACQUETS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	34.1	\$38.65
Specialty Sport Shops	7.7	*
Pro Shops	4.4	*
Discount Stores	28.6	29.12
Department Stores	11.0	*
Mail Order	2.2	*
Catalog Showroom	6.6	*
Other Outlets	5.4	*
Total	100.0	\$38.35

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	0.8	14.1
1977	1.9	34.3
1978	2.7	50.7
1979	4.0	82.5
1980	2.2	65.8
1981	2.6	69.8
1982	1.8	49.5
1983	1.6	51.9
1984	1.3	49.5

1976-79 projections based on
family households; 1980-84
based on all households.

ROLLER SKATES

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Indoor/outdoor Shoe Roller skates	1580	\$23.25	\$36,735		-3% (a)
Total			\$36,735		-3%

INDOOR/OUTDOOR SHOE ROLLER SKATES

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.2	*
Specialty Sport Shops	2.3	*
Pro Shops	2.3	*
Discount Stores	34.9	18.29
Department Stores	33.3	20.74
Mail Order	3.1	*
Catalog Showroom	4.7	*
Other Outlets	13.2	*
Total	100.0	\$23.25

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	0.9	14.9
1979	2.5	63.3
1980	4.1	128.9
1981	2.2	75.6
1982	N.A.	38.0 (e)
1983	N.A.	38.0 (e)
1984	1.6	36.7

1976-79 projections based on
family households; 1980-84
based on all households.

SNOW SKIING EQUIPMENT

1984 CONSUMER PURCHASES (In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Cross-Country					
Skis	424	\$105.67	\$44,804	6%	21%
Boots			35,800		21 (a)(b)
Bindings			12,500		21 (a)(b)
Poles			11,700		21 (a)(b)
Total Cross-Country			\$104,804		21
Downhill					
Skis	870	\$176.09	\$153,198	26%	33%
Boots			160,900		33 (a)(b)
Bindings			67,800		33 (a)(b)
Poles			15,300		33 (a)(b)
Total Downhill			\$397,198		33
Total			\$502,002		30%

SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	46.5	\$105.96
Specialty Sport Shops	40.7	107.55
Pro Shops	1.4	*
Discount Stores	4.3	*
Department Stores	1.4	*
Mail Order	--	--
Catalog Showroom	1.4	*
Other Outlets	4.3	*
Total	100.0	\$105.67

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976 (Combined with Downhill)		
1977 (Combined with Downhill)		
1978	0.9	59.6
1979	0.9	70.6
1980	0.6	48.0
1981	0.4	35.3
1982	0.4	35.4
1983	0.4	37.0
1984	0.4	44.8

1976-79 projections based on family households; 1980-84 based on all households.

DOWNHILL SKIS

1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	38.0	\$171.32
Specialty Sport Shops	46.6	199.00
Pro Shops	1.4	*
Discount Stores	5.6	*
Department Stores	--	--
Mail Order	--	--
Catalog Showroom	1.4	*
Other Outlets	7.0	*
Total	100.0	\$176.09

1976-1984 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.2	139.5 **
1977	1.4	151.2 **
1978	1.0	120.0
1979	0.9	119.1
1980	0.7	117.6
1981	0.6	91.6
1982	0.6	96.2
1983	0.7	115.6
1984	0.9	153.2

1976-79 projections based on family households; 1980-84 based on all households.

**Includes Cross-Country Skis

SOCCER EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Balls	2,376	\$14.11	\$33,525	11%	10%
Uniforms			27,600		5 (a)(b)
Total			\$61,125		8%

SOCCER BALLS

1984 CONSUMER PURCHASES

1976-1984 CONSUMER PURCHASES (in millions)

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	25.8	\$18.49
Specialty Sport Shops	3.8	*
Pro Shops	--	--
Discount Stores	52.1	11.72
Department Stores	5.7	*
Mail Order	11.3	*
Catalog Showroom	1.3	*
Other Outlets	--	--
Total	100.0	\$14.11

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8
1978	1.9	21.8
1979	2.1	24.1
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0
1983	2.1	30.4
1984	2.4	33.5

1976-79 projections based on
family households; 1980-84
based on all households.

TENNIS EQUIPMENT

1984 CONSUMER PURCHASES (in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1983	
				Units	Dollars
Tennis Rackets	2,675	\$69.49	\$185,886	-12%	9%
Tennis Balls- cans of 3 - 4			\$129,000		5 (b)
Total			\$314,886		7%

TENNIS RACKETS

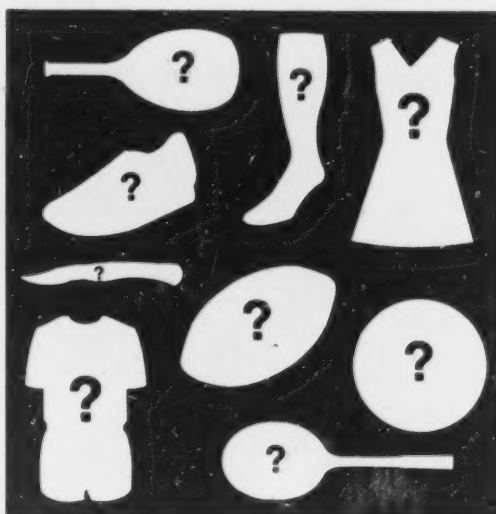
1984 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	30.9	\$78.08
Specialty Sport Shops	12.6	114.19
Pro Shops	4.8	*
Discount Stores	22.7	38.09
Department Stores	10.6	39.27
Mail Order	8.7	*
Catalog Showroom	5.3	*
Other Outlets	4.4	*
Total	100.0	\$69.49

1976-1984 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	8.6	183.7
1977	8.3	174.7
1978	4.9	137.0
1979	4.1	125.4
1980	3.4	121.8
1981	3.0	131.6
1982	3.0	157.4
1983	3.0	170.1
1984	2.7	185.9

1976-79 projections based on
family households; 1980-84
based on all households.



Shrinkage=Lost Profits

Shrinkage comes out of profits, not out of sales. And the number one cause of shrinkage is employee theft. What can you do about it?

The National Sporting Goods Association asked Philip A. Ruppell, President of Aware Security Group and formerly security director for Oshman's Sport Goods, to prepare a manual to assist NSGA members in reducing shrinkage. "Loss Prevention: A Retailer's Guide to Store Security" describes ways of identifying and correcting potential problems. The manual provides outlines, checklists and programs to minimize shrinkage in your store.

Major sections include:

Internal Losses emphasizes employee involvement programs which motivate employees, thus becoming an integral part of management's asset protection measures. Employee loss prevention committees, employee surveys and anonymous phone lines are tools described in detail. How employees steal and programs for controlling these thefts are outlined, including a method for interviewing a suspected employee.

External Losses deals with the forces from outside the company — shoplifting, burglaries, and other external theft. Suggested programs and methods are offered to counteract these types of theft.

Emergencies stresses the training of employees to react to such events as robberies, power failure and fire.

Forms, Memos, Examples provide the retailer with proven samples of checklists, letters, and signing to use in developing an effective program. Each sample is suitable for copying.

Training, Development is a schedule for the implementation of a complete loss prevention program and contains quizzes to use as a part of the employee development process.

Outside Services offers suggestions about the use of outside agencies to supplement an in-house program. Truth verification, shopping services and undercover agents are evaluated.



NSGA Member price: \$25.00
Non-NSGA Member price \$50.00

I have enclosed a check for \$ _____ for
"Loss Prevention: A Retailer's Guide to Store Security".
☐ Master Card ☐ Visa
Card No. _____

Expiration Date _____

Send to: _____

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Mail to:

National Sporting Goods Association

1699 Wall Street

Mt. Prospect, Illinois 60056

☐ Send me information on NSGA membership.

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The geographic regions referred to are shown on the map below.



DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

--Athletic & Sport Clothing--

	Total U.S. Households %	Bathing Suits %	Golf Clothing %	Shorts %
Age of User				
Under 14	20.5	10.9	0.8	7.8
14 to 17	6.2	9.3	0.8	12.1
18 to 24	12.8	11.3	1.8	17.1
25 to 44	29.8	48.1	43.6	55.0
45 & Older	30.7	20.4	53.0	8.0
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	16.3	85.7	69.0
Female	51.3	83.7	14.3	31.0
Both	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	15.3	3.3	19.4
\$15,000 - \$24,999	20.6	16.1	14.2	17.4
\$25,000 - \$34,999	18.8	22.5	18.6	24.3
\$35,000 & Over	26.2	46.1	63.9	38.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	4.5	1.5	3.4
High School	36.3	24.6	15.1	21.1
Some College	26.5	25.4	22.6	22.8
College Graduate	26.0	45.5	60.8	52.7
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	5.4	5.0	5.1
Middle Atlantic	15.9	19.8	17.0	20.1
East North Central	17.7	17.6	25.6	17.9
West North Central	7.6	5.3	6.5	7.1
South Atlantic	17.1	17.6	17.1	16.9
East South Central	6.1	5.4	1.9	5.5
West South Central	10.8	9.8	10.9	10.7
Mountain	5.1	3.5	7.2	5.2
Pacific	14.1	15.6	8.8	11.5
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

-Athletic & Sport Clothing--

	Skiwear	Tennis Clothing	Warm-up Suits	Aerobic Shoes
Age of User	%	%	%	%
Under 14	4.2	3.3	9.6	2.5
14 to 17	15.0	3.4	8.8	6.2
18 to 24	17.5	9.3	11.5	8.4
25 to 44	52.0	57.6	47.6	66.3
45 & Older	11.3	26.4	22.5	16.6
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	57.0	39.2	51.1	8.0
Female	43.0	60.8	48.9	92.0
Both	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	9.6	5.6	18.3	11.0
\$15,000 - \$24,999	14.4	11.1	16.8	23.1
\$25,000 - \$34,999	18.7	15.3	22.8	22.9
\$35,000 & Over	57.3	68.0	42.1	43.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	2.5	5.1	5.5	2.4
High School	16.6	14.6	25.0	16.8
Some College	20.4	16.3	23.5	20.8
College Graduate	60.5	64.0	46.0	60.0
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	9.4	6.9	4.2	6.8
Middle Atlantic	20.0	20.3	17.3	8.1
East North Central	10.6	9.4	19.1	16.9
West North Central	5.2	2.6	7.6	6.7
South Atlantic	9.1	22.7	15.4	14.6
East South Central	1.3	5.1	5.5	6.2
West South Central	6.2	10.0	10.9	12.2
Mountain	14.7	2.5	5.1	6.6
Pacific	23.5	20.5	14.9	21.9
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	---Athletic & Sport Footwear---			
	Total U.S. Households	Baseball Shoes	Basket -ball Shoes	Gym Shoes/ Sneakers
Age of User	%	%	%	%
Under 14	20.5	31.3	20.7	35.9
14 to 17	6.2	25.0	37.5	22.1
18 to 24	12.8	14.2	15.7	11.7
25 to 44	29.8	27.6	24.7	20.3
45 & Older	30.7	1.9	1.4	10.0
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	88.7	87.5	64.0
Female	51.3	11.3	12.5	36.0
Both	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	15.1	17.6	17.6
\$15,000 - \$24,999	20.6	16.7	18.6	22.4
\$25,000 - \$34,999	18.8	28.1	27.6	23.1
\$35,000 & Over	26.2	40.1	36.2	36.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	5.6	5.4	9.4
High School	36.3	32.8	31.2	30.9
Some College	26.5	27.2	18.0	23.9
College Graduate	26.0	34.4	45.4	35.8
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	3.3	5.2	6.9
Middle Atlantic	15.9	15.3	14.4	25.1
East North Central	17.7	26.4	25.4	21.5
West North Central	7.6	7.6	9.4	5.6
South Atlantic	17.1	14.3	10.7	14.0
East South Central	6.1	8.3	7.6	4.8
West South Central	10.8	7.1	10.6	6.5
Mountain	5.1	6.1	6.1	5.7
Pacific	14.1	11.6	10.6	9.9
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

-----Athletic & Sport Footwear-----				
	Running/ Jogging Shoes %	Racquetball Shoes %	Soccer Shoes %	Tennis Shoes %
Age of User				
Under 14	7.6	2.8	50.2	20.8
14 to 17	10.5	3.0	28.6	11.5
18 to 24	11.0	9.7	10.2	15.0
25 to 44	46.2	73.4	8.3	36.9
45 & Older	24.7	11.1	2.7	15.8
Multiple Ages Reported	--	--	--	--
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	63.6	68.2	83.4	59.7
Female	36.4	31.8	16.6	40.3
Both	--	--	--	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	15.8	13.8	6.4	18.8
\$15,000 - \$24,999	17.1	18.5	10.5	20.5
\$25,000 - \$34,999	21.6	22.3	27.4	22.8
\$35,000 & Over	45.5	45.4	55.7	37.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	3.7	0.9	2.7	6.4
High School	20.9	16.3	14.9	24.8
Some College	23.0	24.9	23.0	24.5
College Graduate	52.4	57.9	59.4	44.3
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	6.2	7.1	6.9	3.2
Middle Atlantic	15.7	15.6	23.1	8.9
East North Central	17.7	20.2	14.6	17.1
West North Central	8.5	11.4	4.6	9.7
South Atlantic	14.7	8.9	16.0	18.3
East South Central	3.5	2.0	3.2	8.1
West South Central	10.5	9.2	10.9	11.6
Mountain	5.3	6.1	2.5	5.5
Pacific	17.9	19.5	18.2	17.6
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	Total U.S. Households %	Archery Bows %	Baseball Gloves %	Basket -balls %
Age of User				
Under 14	20.5	7.9	36.1	37.7
14 to 17	6.2	18.9	9.1	21.1
18 to 24	12.8	10.0	7.9	12.4
25 to 44	29.8	55.5	32.2	19.6
45 & Older	30.7	5.4	4.6	1.8
Multiple Ages Reported	--	2.3	10.1	7.4
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	83.7	77.6	82.7
Female	51.3	11.2	18.9	14.3
Both	--	5.1	3.5	3.0
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	23.4	17.4	25.7
\$15,000 - \$24,999	20.6	18.2	17.9	16.3
\$25,000 - \$34,999	18.8	26.2	25.7	26.1
\$35,000 & Over	26.2	32.2	39.0	31.9
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	9.1	5.5	8.5
High School	36.3	40.7	26.3	32.7
Some College	26.5	24.4	27.1	23.3
College Graduate	26.0	25.8	41.1	35.5
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	3.9	3.5	5.8
Middle Atlantic	15.9	20.9	14.5	13.6
East North Central	17.7	24.5	21.5	19.7
West North Central	7.6	6.4	8.5	4.5
South Atlantic	17.1	7.5	12.2	21.0
East South Central	6.1	8.0	4.8	5.3
West South Central	10.8	7.8	11.4	12.3
Mountain	5.1	8.9	5.1	4.4
Pacific	14.1	12.1	18.5	13.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	Bicycles 10-12-15 -speed %	Bowling Balls %	-Camping Equipment- Backpacks %	Sleeping Bags %
Age of User				
Under 14	24.5	3.0	21.5	18.7
14 to 17	13.3	3.7	10.2	4.7
18 to 24	9.9	10.1	15.8	8.6
25 to 44	33.7	46.2	35.6	37.8
45 & Older	7.0	25.1	6.8	9.1
Multiple Ages Reported	11.6	11.9	10.1	21.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	52.7	64.3	67.2	48.6
Female	38.2	26.9	28.9	28.5
Both	9.1	8.8	3.9	22.9
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	23.0	16.3	23.7	19.8
\$15,000 - \$24,999	22.5	29.4	15.2	22.8
\$25,000 - \$34,999	24.0	20.5	20.0	22.8
\$35,000 & Over	30.5	33.8	41.1	34.6
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	6.3	7.8	4.7	5.9
High School	26.7	43.7	17.9	25.4
Some College	24.2	27.9	26.0	27.6
College Graduate	42.8	20.6	51.4	41.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.7	2.6	5.8	7.5
Middle Atlantic	12.9	24.1	14.4	12.2
East North Central	23.5	29.7	13.0	14.2
West North Central	7.0	8.9	7.7	3.2
South Atlantic	14.3	14.8	14.1	14.3
East South Central	5.4	2.9	2.7	1.8
West South Central	9.7	3.0	7.7	8.4
Mountain	5.1	3.4	10.8	7.4
Pacific	17.4	10.6	23.8	31.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	Total U.S. Households %	Stoves %	-----Camping Equipment----- -----Tents-----	
			1-2 person %	3 person or more %
Age of User				
Under 14	20.5	4.4	13.1	2.6
14 to 17	6.2	--	5.0	2.8
18 to 24	12.8	4.3	11.0	10.5
25 to 44	29.8	62.3	50.5	57.2
45 & Older	30.7	24.5	17.2	8.9
Multiple Ages Reported	--	4.5	3.2	18
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	69.1	65.3	61.0
Female	51.3	25.1	25.5	16.2
Both	--	5.8	9.2	22.8
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	30.4	23.6	21.2
\$15,000 - \$24,999	20.6	14.8	23.5	21.4
\$25,000 - \$34,999	18.8	32.5	13.5	25.4
\$35,000 & Over	26.2	22.3	39.4	32.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	12.8	8.7	7.7
High School	36.3	24.6	19.3	35.2
Some College	26.5	26.5	16.0	27.0
College Graduate	26.0	36.1	56.0	30.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	5.0	3.4	5.2
Middle Atlantic	15.9	10.3	5.9	14.3
East North Central	17.7	15.6	21.9	23.8
West North Central	7.6	3.1	2.3	4.9
South Atlantic	17.1	29.6	18.8	14.9
East South Central	6.1	3.1	3.2	5.0
West South Central	10.8	7.5	9.2	8.6
Mountain	5.1	9.6	11.4	5.8
Pacific	14.1	16.2	23.9	17.5
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	-----Exercise Equipment-----			
	Barbells/ Weight Sets %	Gravity/ Inversion Equipment %	Hand/Wrist /Ankle Weights %	Jogging/ Mini- Trampolines %
Age of User				
Under 14	9.0	--	4.5	7.9
14 to 17	21.9	--	5.8	4.7
18 to 24	11.8	--	11.6	7.6
25 to 44	42.0	61.4	61.2	48.0
45 & Older	13.2	31.2	16.1	24.7
Multiple Ages Reported	2.1	7.4	0.8	7.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	75.6	66.5	40.6	20.6
Female	20.6	26.3	56.6	73.0
Both	3.8	7.2	2.8	6.4
Total	100.0	100.0	100.0	100.0
Annual Household income				
Under \$15,000	28.0	22.6	19.7	21.2
\$15,000 - \$24,999	19.8	15.7	18.0	20.9
\$25,000 - \$34,999	22.2	27.9	24.5	23.5
\$35,000 & Over	30.0	33.8	37.8	34.4
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	5.3	8.1	5.0	9.9
High School	32.8	39.4	21.2	23.2
Some College	28.2	23.1	21.1	27.0
College Graduate	33.7	29.4	52.7	39.9
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	4.7	14.6	5.1	2.9
Middle Atlantic	16.4	2.3	18.6	10.9
East North Central	17.7	18.6	12.3	16.5
West North Central	7.6	8.8	6.1	7.1
South Atlantic	23.6	1.2	17.8	17.4
East South Central	4.4	--	6.9	3.5
West South Central	8.5	7.1	7.4	13.1
Mountain	4.7	21.1	5.6	10.4
Pacific	12.4	26.3	20.2	18.2
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

		-----Exercise Equipment-----		
	Total U.S. Households	Multi- Purpose Home Gym	Rowing Machines	Stationary Exercise Bicycle
Age of User	%	%	%	%
Under 14	20.5	2.8	0.6	1.2
14 to 17	6.2	8.3	3.1	0.8
18 to 24	12.8	6.0	7.1	4.0
25 to 44	29.8	56.8	50.5	37.3
45 & Older	30.7	21.3	32.5	49.3
Multiple Ages Reported	--	4.8	6.2	7.4
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	74.4	65.5	30.8
Female	51.3	20.5	26.8	59.1
Both	--	5.1	7.7	10.1
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	13.5	9.0	23.0
\$15,000 - \$24,999	20.6	11.8	17.3	20.0
\$25,000 - \$34,999	18.8	24.4	26.0	21.9
\$35,000 & Over	26.2	50.3	47.7	35.1
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	1.4	2.3	9.9
High School	36.3	26.4	20.6	31.4
Some College	26.5	35.4	35.1	23.6
College Graduate	26.0	36.8	42.0	35.1
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	7.7	8.2	5.5
Middle Atlantic	15.9	19.3	16.4	13.9
East North Central	17.7	21.8	18.5	22.6
West North Central	7.6	3.5	6.9	9.1
South Atlantic	17.1	18.6	11.9	17.9
East South Central	6.1	4.3	4.6	6.0
West South Central	10.8	8.1	10.1	9.3
Mountain	5.1	6.2	6.3	4.3
Pacific	14.1	10.5	17.1	11.4
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	-Exercise Equipment-		-Firearms & Hunting-	
	Treadmills	Weight Benches	Folding Lockback Knives	Rifles
Age of User	%	%	%	%
Under 14	--	10.0	6.2	4.0
14 to 17	--	23.6	7.2	5.7
18 to 24	--	11.2	15.6	12.3
25 to 44	14.0	43.4	50.3	55.5
45 & Older	69.2	2.7	16.5	19.8
Multiple Ages Reported	16.8	9.1	4.2	2.7
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	79.8	82.9	94.3	96.7
Female	3.5	9.8	4.1	3.3
Both	16.7	7.3	1.6	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	4.0	25.2	24.7	19.8
\$15,000 - \$24,999	3.5	20.0	20.9	24.6
\$25,000 - \$34,999	42.7	20.7	21.7	27.9
\$35,000 & Over	49.8	34.1	32.7	27.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	14.9	5.9	11.7	8.9
High School	39.8	32.9	34.3	35.7
Some College	15.9	28.0	23.2	32.8
College Graduate	29.4	33.2	30.8	22.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	--	2.2	4.5	2.4
Middle Atlantic	6.8	19.4	12.6	8.2
East North Central	16.2	31.9	11.0	12.6
West North Central	9.8	8.0	5.6	12.0
South Atlantic	17.5	6.0	19.2	10.3
East South Central	10.4	4.2	8.1	4.4
West South Central	12.0	10.4	14.7	16.1
Mountain	5.0	5.0	8.4	20.8
Pacific	22.3	12.9	15.9	13.2
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

--Fishing Tackle--				
	Total U.S. Households %	Shotguns %	Reels Separate %	Rods Separate %
Age of User				
Under 14	20.5	5.4	3.8	4.2
14 to 17	6.2	8.9	4.2	7.7
18 to 24	12.8	7.9	4.3	5.1
25 to 44	29.8	51.4	47.2	49.3
45 & Older	30.7	23.6	33.9	30.6
Multiple Ages Reported	--	2.8	6.6	3.1
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	95.4	84.5	88.0
Female	51.3	3.6	9.7	8.3
Both	--	1.0	5.8	3.7
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	26.3	17.1	19.6
\$15,000 - \$24,999	20.6	14.3	17.3	19.9
\$25,000 - \$34,999	18.8	23.2	24.7	24.3
\$35,000 & Over	26.2	36.2	40.9	36.2
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	9.4	6.6	9.2
High School	36.3	44.1	29.3	28.2
Some College	26.5	21.9	25.3	27.0
College Graduate	26.0	24.6	38.8	35.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	3.1	3.5	4.5
Middle Atlantic	15.9	13.2	9.1	9.4
East North Central	17.7	14.0	21.6	22.0
West North Central	7.6	16.6	9.2	10.4
South Atlantic	17.1	14.1	14.0	13.5
East South Central	6.1	6.1	5.8	3.3
West South Central	10.8	18.0	11.4	8.3
Mountain	5.1	7.1	6.4	7.6
Pacific	14.1	7.8	19.0	21.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

-Golf Equipment-				
	Rod-reel Combinations %	Golf Clubs %	Golf Balls %	Hockey Sticks %
Age of User				
Under 14	10.8	2.3	0.9	27.4
14 to 17	4.5	3.7	2.3	29.8
18 to 24	8.6	6.3	5.2	13.4
25 to 44	42.5	41.3	44.8	25.4
45 & Older	25.2	41.0	38.6	--
Multiple Ages Reported	8.4	5.4	8.2	4.0
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	76.7	76.8	77.9	99.0
Female	14.8	18.6	11.8	1.0
Both	8.5	4.6	10.3	--
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	24.4	6.5	10.3	8.1
\$15,000 - \$24,999	14.0	11.7	12.2	11.3
\$25,000 - \$34,999	23.5	23.1	22.0	31.9
\$35,000 & Over	38.1	58.7	55.5	48.7
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	8.5	1.2	2.8	3.4
High School	30.9	19.0	19.6	33.4
Some College	24.8	21.7	20.4	27.6
College Graduate	35.8	58.1	57.2	35.6
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	3.4	5.7	6.8	25.6
Middle Atlantic	12.7	18.5	10.8	33.5
East North Central	19.6	29.4	22.7	28.1
West North Central	8.0	7.0	10.5	4.9
South Atlantic	19.3	9.6	20.4	3.9
East South Central	7.4	5.3	3.3	--
West South Central	13.4	11.1	6.5	--
Mountain	7.4	3.6	5.9	1.0
Pacific	8.8	9.8	13.1	3.0
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	Total U.S. Households	Racquetball Racquets	In/Outdoor Roller- Skates	Soccer Balls
Age of User	%	%	%	%
Under 14	20.5	3.2	45.7	51.6
14 to 17	6.2	2.6	4.4	9.1
18 to 24	12.8	22.3	3.3	4.3
25 to 44	29.8	61.4	13.3	9.6
45 & Older	30.7	4.9	1.7	8.8
Multiple Ages Reported	--	5.6	31.5	16.6
Total	100.0	100.0	100.0	100.0
Sex of User				
Male	48.7	77.9	24.4	78.4
Female	51.3	17.4	53.2	15.5
Both	--	4.7	22.4	6.1
Total	100.0	100.0	100.0	100.0
Annual Household Income				
Under \$15,000	34.4	7.1	20.8	6.8
\$15,000 - \$24,999	20.6	14.6	16.7	20.2
\$25,000 - \$34,999	18.8	26.0	25.8	27.0
\$35,000 & Over	26.2	52.3	36.7	46.0
Total	100.0	100.0	100.0	100.0
Education of Head of Household				
Less than High School	11.2	1.2	6.1	4.1
High School	36.3	11.1	28.3	11.8
Some College	26.5	39.1	28.3	28.9
College Graduate	26.0	48.6	37.3	55.2
Total	100.0	100.0	100.0	100.0
Geographic Region				
New England	5.6	11.0	7.8	4.6
Middle Atlantic	15.9	12.3	20.4	18.6
East North Central	17.7	19.3	16.4	19.5
West North Central	7.6	6.3	4.9	3.9
South Atlantic	17.1	17.5	14.1	17.4
East South Central	6.1	1.1	6.3	3.1
West South Central	10.8	5.8	12.9	12.1
Mountain	5.1	6.0	5.0	3.5
Pacific	14.1	20.7	12.2	17.3
Total	100.0	100.0	100.0	100.0

DEMOGRAPHIC DISTRIBUTION OF 1984 CONSUMER PURCHASES

	-----Skiing-----		
	Cross Country Skis %	Downhill Skis %	Tennis Rackets %
Age of User			
Under 14	3.2	3.9	6.4
14 to 17	9.6	23.8	9.0
18 to 24	8.9	15.0	7.5
25 to 44	39.2	33.8	44.5
45 & Older	7.5	6.3	22.1
Multiple Ages Reported	31.6	17.2	10.5
Total	100.0	100.0	100.0
Sex of User			
Male	46.2	57.7	59.2
Female	26.5	29.6	35.2
Both	27.3	12.7	5.6
Total	100.0	100.0	100.0
Annual Household Income			
Under \$15,000	14.3	11.4	6.7
\$15,000 - \$24,999	15.7	11.6	9.3
\$25,000 - \$34,999	19.8	22.2	19.8
\$35,000 & Over	50.2	54.8	64.2
Total	100.0	100.0	100.0
Education of Head of Household			
Less than High School	1.5	2.7	2.1
High School	15.9	14.0	9.2
Some College	29.3	18.1	18.2
College Graduate	53.3	65.2	70.5
Total	100.0	100.0	100.0
Geographic Region			
New England	6.2	8.5	9.4
Middle Atlantic	21.4	19.0	20.6
East North Central	32.8	15.8	13.9
West North Central	8.7	6.4	6.4
South Atlantic	4.9	2.1	17.0
East South Central	--	2.8	6.5
West South Central	0.2	4.0	8.3
Mountain	11.6	17.2	4.8
Pacific	14.2	24.2	12.5
Total	100.0	100.0	100.0

REGIONAL SHARES OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region.



REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND		MIDDLE ATLANTIC	
Percent of U.S. Households	5.6%	Percent of U.S. Households	15.9%
Hockey Sticks	25.6	Hockey Sticks	33.5
Gravity Inversion Equipment	14.6	Gym Shoes/ Sneakers	25.1
Racquetball Racquets	11.0	Bowling Balls	24.1
Skiwear	9.4	Soccer Shoes	23.1
Tennis Rackets	9.4	Cross-Country Skis	21.4
Downhill Skis	8.5	Archery Bows	20.9
Rowing Machines	8.2	Tennis Rackets	20.6
Indoor/Outdoor Rollerskates	7.8	Indoor/Outdoor Rollerskates	20.4
Multi-purpose Home Gyms	7.7	Tennis Clothing	20.3
Sleeping Bags	7.5	Shorts - Elastic Waist	20.1
Racquetball Shoes	7.1	Skiwear	20.0
Gym Shoes/Sneakers	6.9	Bathing Suits	19.8
Soccer Shoes	6.9	Weight Benches	19.4
Tennis Clothing	6.9	Multi-purpose Home Gyms	19.3
Aerobic Shoes	6.8	Downhill Skis	19.0
Golf Balls	6.8	Hand/Wrist/Ankle Weights	18.6
Cross-Country Skis	6.2	Soccer Balls	18.6
Running/Jogging Shoes	6.2	Golf Clubs	18.5
Backpacks	5.8	Warm-up Suits	17.3
Basketballs	5.8	Golf Clothing	17.0
Golf Clubs	5.7	Barbells/Weight Sets	16.4
Stationary Exercise Bicycles	5.5	Rowing Machines	16.4
Bathing Suits	5.4	Running/Jogging Shoes	15.7
Tents - 3 Person or More	5.2	Racquetball Shoes	15.6
Basketball Shoes	5.2	Baseball Shoes	15.3
Hand/Wrist/Ankle Weights	5.1	Baseball Gloves	14.5
Shorts - Elastic Waist	5.1	Backpacks	14.4
Camp Stoves	5.0	Basketball Shoes	14.4
Golf Clothing	5.0	Tents - 3 Person or More	14.3
10-12-15 speed Bicycles	4.7	Stationary Exercise Bicycles	13.9
Barbells/ Weight Sets	4.7	Basketballs	13.6
Soccer Balls	4.6	Shotguns	13.2
Folding Lockback Knives	4.5	10-12-15 speed Bicycles	12.9
Rods-Separate	4.5	Rod-Reel Combinations	12.7
Warm-up Suits	4.2	Folding Lockback Knives	12.6
Archery Bows	3.9	Racquetball Racquets	12.3
Baseball Gloves	3.5	Sleeping Bags	12.2
Reels - Separate	3.5	Jogging/Mini Trampolines	10.9
Tents - 1-2 Person	3.4	Golf Balls	10.8
Rod-Reel Combinations	3.4	Camp Stoves	10.3
Baseball Shoes	3.3	Rods - Separate	9.4
Tennis Shoes	3.2	Reels - Separate	9.1
Shotguns	3.1	Tennis Shoes	8.9
Jogging/Mini Trampolines	2.9	Rifles	8.2
Bowling Balls	2.6	Aerobic Shoes	8.1
Rifles	2.4	Treadmills	6.8
Weight Benches	2.2	Tents - 1-2 Person	5.9
Treadmills	--	Gravity Inversion Equipment	2.3

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL		WEST NORTH CENTRAL	
Percent of U.S. Households	17.7%	Percent of U.S. Households	7.6%
Cross-Country Skis	32.8	Shotguns	16.6
Weight Benches	31.9	Rifles	12.0
Bowling Balls	29.7	Racquetball Shoes	11.4
Golf Clubs	29.4	Golf Balls	10.5
Hockey Sticks	28.1	Rods - Separate	10.4
Baseball Shoes	26.4	Treadmills	9.8
Golf Clothing	25.6	Tennis Shoes	9.7
Basketball Shoes	25.4	Basketball Shoes	9.4
Archery Bows	24.5	Reels - Separate	9.2
Tents - 3 Person or More	23.8	Stationary Exercise Bicycles	9.1
10-12-15 speed Bicycles	23.5	Bowling Balls	8.9
Golf Balls	22.7	Gravity Inversion Equipment	8.8
Stationary Exercise Bicycles	22.6	Cross-Country Skis	8.7
Rods - Separate	22.0	Baseball Gloves	8.5
Tents - 1-2 Person	21.9	Running/Jogging Shoes	8.5
Multi-purpose Home Gyms	21.8	Rod-Reel Combinations	8.0
Reels - Separate	21.6	Weight Benches	8.0
Baseball Gloves	21.5	Backpacks	7.7
Gym Shoes/Sneakers	21.5	Barbells/ Weight Sets	7.6
Racquetball Shoes	20.2	Baseball Shoes	7.6
Basketballs	19.7	Warm-up Suits	7.6
Rod-Reel Combinations	19.6	Jogging/Mini Trampolines	7.1
Soccer Balls	19.5	Shorts - Elastic Waist	7.1
Racquetball Racquets	19.3	10-12-15 speed Bicycles	7.0
Warm-up Suits	19.1	Golf Clubs	7.0
Gravity Inversion Equipment	18.6	Rowing Machines	6.9
Rowing Machines	18.5	Aerobic Shoes	6.7
Shorts - Elastic Waist	17.9	Golf Clothing	6.5
Barbells/ Weight Sets	17.7	Archery Bows	6.4
Running/Jogging Shoes	17.7	Downhill Skis	6.4
Bathing Suits	17.6	Tennis Rackets	6.4
Tennis Shoes	17.1	Racquetball Racquets	6.3
Aerobic Shoes	16.9	Hand/Wrist/Ankle Weights	6.1
Jogging/Mini Trampolines	16.5	Folding Lockback Knives	5.6
Indoor/Outdoor Rollerskates	16.4	Gym Shoes/Sneakers	5.6
Treadmills	16.2	Bathing Suits	5.3
Downhill Skis	15.8	Skiwear	5.2
Camp Stoves	15.6	Tents - 3 Person or More	4.9
Soccer Shoes	14.6	Hockey Sticks	4.9
Sleeping Bags	14.2	Indoor/Outdoor Rollerskates	4.9
Shotguns	14.0	Soccer Shoes	4.6
Tennis Rackets	13.9	Basketballs	4.5
Backpacks	13.0	Soccer Balls	3.9
Rifles	12.6	Multi-purpose Home Gyms	3.5
Hand/Wrist/Ankle Weights	12.3	Sleeping Bags	3.2
Folding Lockback Knives	11.0	Camp Stoves	3.1
Skiwear	10.6	Tennis Clothing	2.6
Tennis Clothing	9.4	Tents - 1-2 Person	2.3

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC		EAST SOUTH CENTRAL	
Percent of U.S. Households	17.1%	Percent of U.S. Households	6.1
Camp Stoves	29.6	Treadmills	10.4
Barbells/ Weight Sets	23.6	Baseball Shoes	8.3
Tennis Clothing	22.7	Folding Lockback Knives	8.1
Basketballs	21.0	Tennis Shoes	8.1
Golf Balls	20.4	Archery Bows	8.0
Rod-Reel Combinations	19.3	Basketball Shoes	7.6
Folding Lockback Knives	19.2	Rod-Reel Combinations	7.4
Tents - 1-2 Person	18.8	Hand/Wrist/Ankle Weights	6.9
Multi-purpose Home Gyms	18.6	Tennis Rackets	6.5
Tennis Shoes	18.3	Indoor/Outdoor Rollerskates	6.3
Stationary Exercise Bicycles	17.9	Aerobic Shoes	6.2
Hand/Wrist/Ankle Weights	17.8	Shotguns	6.1
Bathing Suits	17.6	Stationary Exercise Bicycles	6.0
Racquetball Racquets	17.5	Reels - Separate	5.8
Treadmills	17.5	Shorts - Elastic Waist	5.5
Jogging/Mini Trampolines	17.4	Warm-up Suits	5.5
Soccer Balls	17.4	10-12-15 speed Bicycles	5.4
Golf Clothing	17.1	Bathing Suits	5.4
Tennis Rackets	17.0	Basketballs	5.3
Shorts - Elastic Waist	16.9	Golf Clubs	5.3
Soccer Shoes	16.0	Tennis Clothing	5.1
Warm-up Suits	15.4	Tents - 3 Or More Person	5.0
Tents - 3 or More Person	14.9	Baseball Gloves	4.8
Bowling Balls	14.8	Gym Shoes/Sneakers	4.8
Running/Jogging Shoes	14.7	Rowing Machines	4.6
Aerobic Shoes	14.6	Barbells/ Weight Sets	4.4
10-12-15 speed Bicycles	14.3	Rifles	4.4
Baseball Shoes	14.3	Multi-purpose Home Gyms	4.3
Sleeping Bags	14.3	Weight Benches	4.2
Backpacks	14.1	Jogging/Mini Trampolines	3.5
Indoor/Outdoor Rollerskates	14.1	Running/Jogging Shoes	3.5
Shotguns	14.1	Golf Balls	3.3
Gym Shoes/Sneakers	14.0	Rods - Separate	3.3
Reels - Separate	14.0	Tents - 1-2 Person	3.2
Rods - Separate	13.5	Soccer Shoes	3.2
Baseball Gloves	12.2	Camp Stoves	3.1
Rowing Machines	11.9	Soccer Balls	3.1
Basketball Shoes	10.7	Bowling Balls	2.9
Rifles	10.3	Downhill Skis	2.8
Golf Clubs	9.6	Backpacks	2.7
Skiwear	9.1	Racquetball Shoes	2.0
Racquetball Shoes	8.9	Golf Clothing	1.9
Archery Bows	7.5	Sleeping Bags	1.8
Weight Benches	6.0	Skiwear	1.3
Cross-Country Skis	4.9	Racquetball Racquets	1.1
Hockey Sticks	3.9	Cross-Country Skis	--
Downhill Skis	2.1	Gravity Inversion Equipment	--
Gravity Inversion Equipment	1.2	Hockey Sticks	--

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL

Percent of U.S. Households	10.8%
Shotguns	18.0
Rifles	16.1
Folding Lockback Knives	14.7
Rod-Reel Combinations	13.4
Jogging/Mini Trampolines	13.1
Indoor/Outdoor Rollerskates	12.9
Basketballs	12.3
Aerobic Shoes	12.2
Soccer Balls	12.1
Treadmills	12.0
Tennis Shoes	11.6
Baseball Gloves	11.4
Reels - Separate	11.4
Golf Clubs	11.1
Golf Clothing	10.9
Soccer Shoes	10.9
Warm-up Suits	10.9
Shorts - Elastic Waist	10.7
Basketball Shoes	10.6
Running/Jogging Shoes	10.5
Weight Benches	10.4
Rowing Machines	10.1
Tennis Clothing	10.0
Bathing Suits	9.8
10-12-15 speed Bicycles	9.7
Stationary Exercise Bicycles	9.3
Tents - 1-2 Person	9.2
Racquetball Shoes	9.2
Tennis Rackets	8.9
Tents 3 or More Person	8.6
Barbells/ Weight Sets	8.5
Sleeping Bags	8.4
Rods - Separate	8.3
Multi-purpose Home Gyms	8.1
Archery Bows	7.8
Backpacks	7.7
Camp Stoves	7.5
Hand/Wrist/Ankle Weights	7.4
Baseball Shoes	7.1
Gravity Inversion Equipment	7.1
Golf Balls	6.5
Gym Shoes/Sneakers	6.5
Skiwear	6.2
Racquetball Racquets	5.8
Downhill Skis	4.0
Bowling Balls	3.0
Cross-Country Skis	0.2
Hockey Sticks	--

MOUNTAIN

Percent of U.S. Households	5.1
Gravity Inversion Equipment	21.1
Rifles	20.8
Downhill Skis	17.2
Skiwear	14.7
Cross-Country Skis	11.6
Tents - 1-2 Person	11.4
Backpacks	10.8
Jogging/Mini Trampolines	10.4
Camp Stoves	9.6
Archery Bows	8.9
Folding Lockback Knives	8.4
Rods - Separate	7.6
Rod-Reel Combinations	7.4
Sleeping Bags	7.4
Golf Clothing	7.2
Shotguns	7.1
Aerobic Shoes	6.6
Reels - Separate	6.4
Rowing Machines	6.3
Multi-purpose Home Gyms	6.2
Baseball Shoes	6.1
Basketball Shoes	6.1
Racquetball Shoes	6.1
Racquetball Racquets	6.0
Golf Balls	5.9
Tents - 3 or More Person	5.8
Gym Shoes/Sneakers	5.7
Hand/Wrist/Ankle Weights	5.6
Tennis Shoes	5.5
Running/Jogging Shoes	5.3
Shorts - Elastic Waist	5.2
10-12-15 speed Bicycles	5.1
Baseball Gloves	5.1
Warm-up Suits	5.1
Indoor/Outdoor Rollerskates	5.0
Treadmills	5.0
Weight Benches	5.0
Tennis Rackets	4.8
Barbells/ Weight Sets	4.7
Basketballs	4.4
Stationary Exercise Bicycles	4.3
Golf Clubs	3.6
Bathing Suits	3.5
Soccer Balls	3.5
Bowling Balls	3.4
Soccer Shoes	2.5
Tennis Clothing	2.5
Hockey Sticks	1.0

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.1%
Sleeping Bags	31.0
Gravity Inversion Equipment	26.3
Downhill Skis	24.2
Tents - 1-2 Person	23.9
Backpacks	23.8
Skiwear	23.5
Treadmills	22.3
Aerobic Shoes	21.9
Rods - Separate	21.0
Racquetball Racquets	20.7
Tennis Clothing	20.5
Hand/Wrist/Ankle Weights	20.2
Racquetball Shoes	19.5
Reels - Separate	19.0
Baseball Gloves	18.5
Jogging/Mini Trampolines	18.2
Soccer Shoes	18.2
Running/Jogging Shoes	17.9
Tennis Shoes	17.6
Tents - 3 or More	17.5
10-12-15 speed Bicycles	17.4
Soccer Balls	17.3
Rowing Machines	17.1
Camp Stoves	16.2
Folding Lockback Knives	15.9
Bathing Suits	15.6
Warm-up Suits	14.9
Cross-Country Skis	14.2
Basketballs	13.4
Rifles	13.2
Golf Balls	13.1
Weight Benches	12.9
Tennis Rackets	12.5
Barbells/ Weight Sets	12.4
Indoor/Outdoor Rollerskates	12.2
Archery Bows	12.1
Baseball Shoes	11.6
Shorts - Elastic Waist	11.5
Stationary Exercise Bicycles	11.4
Basketball Shoes	10.6
Bowling Balls	10.6
Multi-purpose Home Gyms	10.5
Gym Shoes/Sneakers	9.9
Golf Clubs	9.8
Golf Clothing	8.8
Rod-Reel Combinations	8.8
Shotguns	7.8
Hockey Sticks	3.0

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

An earlier section showed, for each product, the percentage sales breakdown by household income. The following tables present the same percentages in a different way. For each income group, the products are listed in order of percent of sales in that group.

The percentage of households in the group is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that group.

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

Under \$15,000		\$15,000 - \$24,999	
Percent of U.S. Households	34.4%	Percent of U.S. Households	20.6%
Camp Stoves	30.4	Bowling Balls	29.4
Barbells/ Weight Sets	28.0	Rifles	24.6
Shotguns	26.3	Tents - 1-2 Person	23.5
Basketballs	25.7	Aerobic Shoes	23.1
Weight Benches	25.2	Sleeping Bags	22.8
Folding Lockback Knives	24.7	10-12-15 speed Bicycles	22.5
Rod-Reel Combinations	24.4	Gym Shoes/ Sneakers	22.4
Backpacks	23.7	Tents - 3 or More Person	21.4
Tents - 1-2 Person	23.6	Folding Lockback Knives	20.9
Archery Bows	23.4	Jogging/Mini Trampolines	20.9
10-12-15 speed Bicycles	23.0	Tennis Shoes	20.5
Stationary Exercise Bicycles	23.0	Soccer Balls	20.2
Gravity Inversion Equipment	22.6	Stationary Exercise Bicycles	20.0
Tents - 3 or More Person	21.2	Weight Benches	20.0
Jogging/Mini Trampolines	21.2	Rods - Separate	19.9
Indoor/Outdoor Rollerskates	20.8	Barbells/ Weight Sets	19.8
Rifles	19.8	Basketball Shoes	18.6
Sleeping Bags	19.8	Racquetball Shoes	18.5
Hand/Wrist/Ankle Weights	19.7	Archery Bows	18.2
Rods - Separate	19.6	Hand/Wrist/Ankle Weights	18.0
Shorts - Elastic Waist	19.4	Baseball Gloves	17.9
Tennis Shoes	18.8	Shorts - Elastic Waist	17.4
Warm-up Suits	18.3	Reels - Separate	17.3
Basketball Shoes	17.6	Rowing Machines	17.3
Gym Shoes/Sneakers	17.6	Running/Jogging Shoes	17.1
Baseball Gloves	17.4	Warm-up Suits	16.8
Reels - Separate	17.1	Baseball Shoes	16.7
Bowling Balls	16.3	Indoor/Outdoor Rollerskates	16.7
Running/Jogging Shoes	15.8	Basketballs	16.3
Bathing Suits	15.3	Bathing Suits	16.1
Baseball Shoes	15.1	Cross-Country Skis	15.7
Cross-Country Skis	14.3	Gravity Inversion Equipment	15.7
Racquetball Shoes	13.8	Backpacks	15.2
Multi-purpose Home Gyms	13.5	Camp Stoves	14.8
Downhill Skis	11.4	Racquetball Racquets	14.6
Aerobic Shoes	11.0	Skiwear	14.4
Golf Balls	10.3	Shotguns	14.3
Skiwear	9.6	Golf Clothing	14.2
Rowing Machines	9.0	Rod-Reel Combinations	14.0
Hockey Sticks	8.1	Golf Balls	12.2
Racquetball Racquets	7.1	Multi-purpose Home Gyms	11.8
Soccer Balls	6.8	Golf Clubs	11.7
Tennis Rackets	6.7	Downhill Skis	11.6
Golf Clubs	6.5	Hockey Sticks	11.3
Soccer Shoes	6.4	Tennis Clothing	11.1
Tennis Clothing	5.6	Soccer Shoes	10.5
Treadmills	4.0	Tennis Rackets	9.3
Golf Clothing	3.3	Treadmills	3.5

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

\$25,000 - \$34,999		\$35,000 & Over	
Percent of U.S. Households	18.8%	Percent of U.S. Households	26.2%
Treadmills	42.7	Tennis Clothing	68.0
Camp Stoves	32.5	Tennis Rackets	64.2
Hockey Sticks	31.9	Golf Clothing	63.9
Baseball Shoes	28.1	Golf Clubs	58.7
Gravity Inversion Equipment	27.9	Skiwear	57.3
Rifles	27.9	Soccer Shoes	55.7
Basketball Shoes	27.6	Golf Balls	55.5
Soccer Shoes	27.4	Downhill Skis	54.8
Soccer Balls	27.0	Racquetball Racquets	52.3
Archery Bows	26.2	Multi-purpose Home Gyms	50.3
Basketballs	26.1	Cross-Country Skis	50.2
Racquetball Racquets	26.0	Treadmills	49.8
Rowing Machines	26.0	Hockey Sticks	48.7
Indoor/Outdoor Rollerskates	25.8	Rowing Machines	47.7
Baseball Gloves	25.7	Bathing Suits	46.1
Tents - 3 or More Person	25.4	Soccer Balls	46.0
Reels - Separate	24.7	Running/Jogging Shoes	45.5
Hand/Wrist/Ankle Weights	24.5	Racquetball Shoes	45.4
Multi-purpose Home Gyms	24.4	Aerobic Shoes	43.0
Rods - Separate	24.3	Warm-up Suits	42.1
Shorts - Elastic Waist	24.3	Backpacks	41.1
10-12-15 speed Bicycles	24.0	Reels - Separate	40.9
Jogging/Mini Trampolines	23.5	Baseball Shoes	40.1
Rod-Reel Combinations	23.5	Tents - 1-2 Person	39.4
Shotguns	23.2	Baseball Gloves	39.0
Golf Clubs	23.1	Shorts - Elastic Waist	38.9
Gym Shoes/Sneakers	23.1	Rod-Reel Combinations	38.1
Aerobic Shoes	22.9	Tennis Shoes	37.9
Sleeping Bags	22.8	Hand/Wrist/Ankle Weights	37.8
Tennis Shoes	22.8	Gym Shoes/Sneakers	36.9
Warm-up Suits	22.8	Indoor/Outdoor Rollerskates	36.7
Bathing Suits	22.5	Basketball Shoes	36.2
Racquetball Shoes	22.3	Rods - Separate	36.2
Barbells/Weight Sets	22.2	Shotguns	36.2
Downhill Skis	22.2	Stationary Exercise Bicycles	35.1
Golf Balls	22.0	Sleeping Bags	34.6
Stationary Exercise Bicycles	21.9	Jogging/Mini Trampolines	34.4
Folding Lockback Knives	21.7	Weight Benches	34.1
Running/Jogging Shoes	21.6	Bowling Balls	33.8
Weight Benches	20.7	Gravity Inversion Equipment	33.8
Bowling Balls	20.5	Folding Lockback Knives	32.7
Backpacks	20.0	Archery Bows	32.2
Cross-Country Skis	19.8	Tents - 3 or More Person	32.0
Tennis Rackets	19.8	Basketballs	31.9
Skiwear	18.7	10-12-15 speed Bicycles	30.5
Golf Clothing	18.6	Barbells/Weight Sets	30.0
Tennis Clothing	15.3	Rifles	27.7
Tents - 1-2 Person	13.5	Camp Stoves	22.3

NSGA Research

MEMORANDUM

FROM: Thomas B. Doyle, NSGA Director of Information & Research

SUBJECT: 1984 Brand Share Research

Each year NSGA does its research study "The Sporting Goods Market" as a service to its members. The study, prepared for us by the independent research company of Irwin Broh & Associates, attempts to delineate the size and scope of the sporting goods market. At the same time, we gather brand share data on certain product categories. Only if a sufficient number of companies subscribe to the brand share reports is that data gathered. Last year 51 companies ordered reports.

Each study shows brand share data by type of outlet and retail price range. It includes data by major geographic regions and household income, as well as by age of major user. New this year is data on sex of major user. The brand share data is based on a representative sample of 20,000 U.S. households. This sample panel is maintained by National Family Opinion Inc.

The studies are done in two parts. Spring/Summer products are surveyed for the period October 1983 - September 1984. Fall/Winter products are surveyed for the period January 1984 - December 1984.

On the following page, you will find a list of products for which you may subscribe to brand share reports. The cost of the first report is \$300; the cost of the second, \$260; the cost of each additional report, \$240.

Note: "Hand/Wrist/Ankle Weights" is a new product category added since first information for the 1984 Brand Share Research was mailed.

more.....

SPRING/SUMMER PRODUCTS

FOOTWEAR

_____ Aerobic Shoes
_____ Baseball Shoes
_____ Basketball Shoes
_____ Gym Shoes/Sneakers
_____ Jogging/Running Shoes
_____ Racquetball Shoes
_____ Soccer Shoes
_____ Tennis Shoes

CLOTHING

_____ Bathing Suits

EQUIPMENT

_____ Baseball & Softball Gloves
_____ Backpacks
_____ Tents - 1 & 2 person
_____ Tents - 3 or more persons
_____ Sleeping Bags
_____ Stoves
_____ Rod-Reel Combos
_____ Reels-separate
_____ Rods-separate
_____ Golf Clubs
_____ Golf Balls
_____ Soccer Balls
_____ Tennis Rackets

FALL/WINTER PRODUCTS

CLOTHING

_____ Warm-up Suits

EQUIPMENT

_____ Archery Bows
_____ Basketballs
_____ 10-12-15-Speed Bicycles
_____ Bowling Balls

_____ Stationary Exercise Bicycles
_____ Weight Sets
_____ Hand/Wrist/Ankle Weights
_____ Treadmills

_____ Rowing Machines
_____ Weight Benches
_____ Jogging/Mini Trampolines
_____ Multi-purpose Home Gyms
_____ Gravity/Inversion Equipment

_____ Shotguns
_____ Rifles
_____ Folding Lockback Knives
_____ Hockey Sticks

_____ Racquetball Racquets
_____ Shoe Roller Skates (in-or outdoor)
_____ Downhill Skis
_____ Cross-Country Skis

Please send the reports checked.

First report: \$300. Second report: \$260. Each additional report: \$240.

Enclosed is a check for \$ _____.

Account No. 90407

Send report(s) to:

Name _____ Title _____

Company _____

Address _____

City/State/Zip _____

_____ I would like to purchase brand share data on the following product(s) not presently being surveyed: _____

Companies and contacts who might like to join in surveying this product are: _____

Return to: National Sporting Goods Association, 1699 Wall St.,
Mt. Prospect, IL 60056. (312) 439-4000

NSGA Trade Show Calendar, 1985–1990

1985

Sept. 20–23
(Fri.–Mon.)

NSGA 57th International Convention & Show, McCormick Place, Chicago, IL

Oct. 18–20

NSGA 38th Fall Market, Anaheim Convention Center, Anaheim, CA

1986

Jan. 31–Feb. 2

NSGA 1st Spring Show, Dallas Infomart, Dallas, TX

Oct. 8–11
(Wed.–Sat.)

NSGA 58th International Convention & Show, McCormick Place, Chicago, IL

Oct. 24–26

NSGA 39th Fall Market, Anaheim Convention Center, Anaheim, CA

1987

Feb. 20–22

NSGA 2nd Spring Show, Dallas Convention Center, Dallas, TX

Sept. 18–20

NSGA 40th Fall Market, Anaheim Convention Center, Anaheim, CA

Oct. 8–11
(Thurs.–Sun.)

NSGA 59th International Convention & Show, McCormick Place, Chicago, IL

1988

Feb. 5–7

NSGA 3rd Spring Show, George R. Brown Convention Center, Houston, TX

Sept. 16–18

NSGA 41st Fall Market, Anaheim Convention Center, Anaheim, CA

Oct. 14–17
(Fri.–Mon.)

NSGA 60th International Convention & Show, McCormick Place, Chicago, IL

1989

Feb. 3–5

NSGA 4th Spring Show, Dallas Convention Center, Dallas, TX

Sept. 15–18
(Fri.–Mon.)

NSGA 61st International Convention & Show, McCormick Place, Chicago, IL
(Dates are tentative)

Oct. 20–22

NSGA 42nd Fall Market, Anaheim Convention Center, Anaheim, CA

1990

Feb. 2–4

NSGA 5th Spring Show, George R. Brown Convention Center, Houston, TX

Sept. 14–16

NSGA 43rd Fall Market, Anaheim Convention Center, Anaheim, CA

Oct. 11–14
(Thurs.–Sun.)

NSGA 62nd International Convention & Show, McCormick Place, Chicago, IL